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PRESS RELEASE — FOR IMMEDIATE RELEASE

Sarawak Gears Up for Strong Return at IMEX Frankfurt 2024

Kuching, Sarawak, Malaysia, 17 April 2024: Excitement is building as Sarawak’s business events industry prepares to make a strong return at IMEX Frankfurt, Germany, from 14–16 May 2024, with innovative event solutions to position Sarawak as a top-tier, impact-driven business events destination in the ASEAN region.

This year’s IMEX talking point is ‘Impact’ with a mission of bringing the global events community together to do business and drive solutions on big issues challenging the people and planet. With Sarawak sharing a similar mission, the Sarawak pavilion is themed ‘Business Events Support Community Development’, celebrating the industry’s priority on leading social and economic change through business events.

The Sarawak Pavilion’s key talking points will be on the Post Covid-19 Development Strategy 2030, Legacy Impact of Business Events, and the International Journal on Business Events and Legacies (IJBEL). In this regard, IJBEL Volume 2 Issue 2 will be launched at the tradeshow; an edition focusing on sustainability aligned with the global industry’s emphasis on sustainable meetings.

“IMEX Frankfurt is a prominent trade show to promote Sarawak as a business events destination and make us recognisable and identifiable to the world. IMEX has the right audience of business event planners who are prioritising solutions for environmental, social, and governance issues; Sarawak’s Post Covid-19 Development Strategy (PCDS) 2030 can contribute to their mission,” says **Dato Sri Abdul Karim Rahman Hamzah, Sarawak’s Minister of Tourism, Creative Industry and Performing Arts**. “At the same time, exhibiting at IMEX Frankfurt presents a strong opportunity to attract the international corporate meetings and incentives market by showcasing our culture, adventure, nature, food, and festivals (CANFF).”

Pavilion organiser, BESarawak, is partnering with the Culinary Heritage & Arts Society (CHASS), UNESCO Creative Cities Network (UCCN) Kuching Creative City of Gastronomy, and food and beverage provider, The Bibber’s Tale, to illustrate the relationship between business events and the creative communities. Visitors will be greeted into the fascinating world of cuisine and culture, and spotlight the creativity and novelty of combining ingredients native to Sarawak to create new flavour profiles.



As **Amelia Roziman, CEO of BESarawak** explains: “The Sarawak pavilion is a strategic decision to gather valuable market insights and continue building our status as the legacy capital of business events in Malaysia and Borneo. Sarawak’s strong presence on the show floor is a powerful tool to be recognisable and identifiable while reinforcing that business events hosted in Sarawak can, and will, make a huge impact on the society and economy.”

IMEX Frankfurt visitors are welcome to enjoy the pavilion’s entertainment at stand number A200 and meet this year’s co-exhibitors:

1. Business Events Sarawak (Convention Bureau)
2. Borneo Adventure (Destination Management Company)
3. Borneo Convention Centre Kuching (Venue)
4. Cat City Holidays (Destination Management Company)
5. Hemisphere Hospitality (Hospitality and Tourism Services Provider)
6. Place Borneo (Professional Conference Organiser)
7. Pullman Miri Waterfront Hotel (Hotel and Venue)
8. Pullman Kuching Hotel (Hotel and Venue)

IMEX Frankfurt takes place at Messe Frankfurt, one of the world’s largest and most modern and connected venues in Europe. Sarawak is one of 2,900 exhibitors to meet over 3,800 global decision-makers under one roof. In 2023, IMEX Frankfurt welcomed more than 11,000 visitors and helped exhibitors secure over 57,000 meetings. This year will mark Sarawak’s second year exhibiting on the show floor.

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ABOUT BUSINESS EVENTS SARAWAK

BESarawak was established in 2006 by the Sarawak Government as a non-profit destination marketing organisation to promote Sarawak for national and international business events. Support and services include, but are not limited to, bidding services, developing business events of interest, delegate marketing, financial support and developing incentive itineraries. BESarawak is a member of the International Congress and Convention Association (ICCA), Union of International Associations (UIA), and Union des Foires Internationales (UFI) - The Global Association of the Exhibition Industry. Visit www.businesseventssarawak.com for more information. *Business events refer to meetings, incentives, conventions and exhibitions. BESarawak is also known as ‘Biro Konvensyen Sarawak’ (Bahasa Malaysia) or 砂拉越会议局 (Mandarin).*

ABOUT BUSINESS EVENTS’ LEGACY IMPACT

Legacy impact refers to the long-term, positive benefits that business events bring to sectors, communities, trade and investment, the environment, and governance. Sarawak is the first in Malaysia and one of the few in the world to focus on legacy impact as a sustainable method of measuring the value of business events. The sector is one of six in the Sarawak Government’s Post Covid-19 Development Strategy to achieve economic prosperity, social inclusion, and environmental sustainability by 2030.